

**CALIFORNIA COASTAL COMMISSION**

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**CALIFORNIA COASTAL COMMISSION ANNOUNCES CONTEST  
TO DESIGN NEW WHALE TAIL LICENSE PLATE**

*Entries are due January 15, 2009*

*October 2, 2008* -- The California Coastal Commission is inviting artists, designers, and photographers to enter a contest to design a new WHALE TAIL<sup>SM</sup> License Plate. This is an opportunity to get widespread exposure and visibility for your work and take an active part in preserving California's coast. The winning design will be seen by millions, and proceeds from the specialty plates will fund coastal restoration and education projects.

The WHALE TAIL<sup>SM</sup> License Plate is a specialty plate issued by the California Department of Motor Vehicles (DMV). The Coastal Commission is seeking a new design in the wake of a copyright dispute over the current image. Contest guidelines and entry form are available at [www.coastforyou.org](http://www.coastforyou.org) or by calling 1-800-COAST-4U. The deadline for entries is January 15, 2009. Semifinalists will be posted on [www.coastforyou.org](http://www.coastforyou.org) for public viewing and voting – this vote will be advisory only. The winning design is expected to be announced in June, 2009.

The new WHALE TAIL<sup>SM</sup> License plate should be available for purchase in late 2009. When the new plates are available, the DMV will discontinue the current design. However, drivers whose vehicles already have an original WHALE TAIL<sup>SM</sup> License Plate will be allowed to keep them for as long as they choose to.

The WHALE TAIL<sup>SM</sup> License Plate has been available since 1997, with more than 175,000 plates sold to date. It is one of the most popular specialty plates in California. A portion of the funds raised from plate sales and renewal fees support the California Coastal Commission's educational programs including California Coastal Cleanup Day, the Adopt-A-Beach Program, and our WHALE TAIL<sup>SM</sup> Grants Program. These grants go to a wide range of marine education and coastal restoration programs throughout California. Funds also go to the State Coastal Conservancy, which has used the funds to enhance coastal access, and to the Environmental License Plate Fund for a variety of environmental programs.

For the current Whale Tail plate image, visit [www.coastforyou.org](http://www.coastforyou.org).